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Children's Books for Spring

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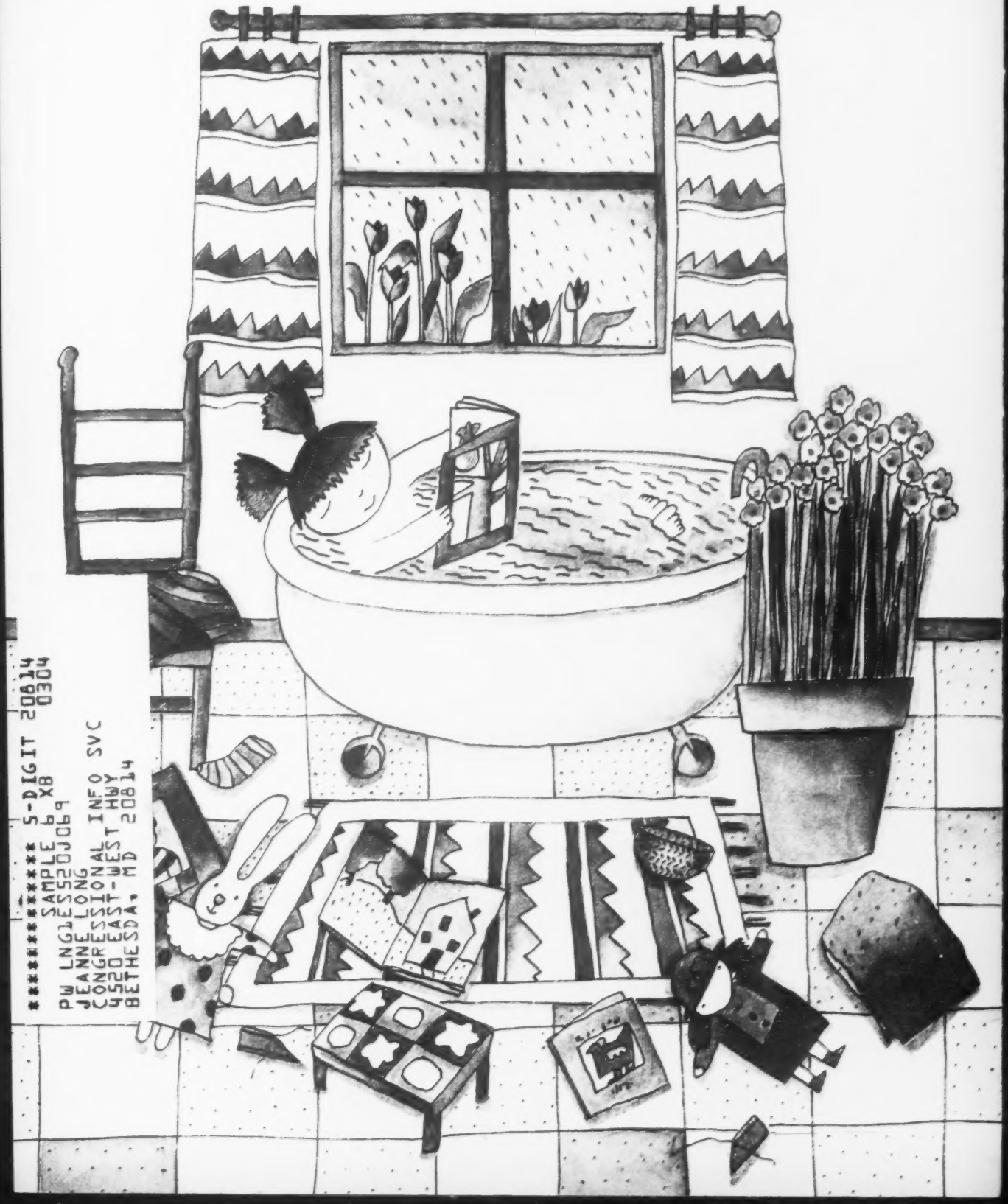

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SPOTLIGHT ON SPRING

Place Mat Books Encourage Youngsters to Take the Fun of Learning Right to the Table!

PLACE MAT BOOKS
by Susan Amerikaner

When hungry youngsters start to fidget, these lively mats entertain them with tracing, matching, maze and dot-to-dot activities. The flip side of each mat teaches the proper placement of utensils.

April
32 pp., 10 7/8 x 15
black & white line drawings
preschool
15 place mats per book
softcover
•Counting 1-10
ISBN: 0-8431-2781-3
•Learning ABCs
ISBN: 0-8431-2780-5
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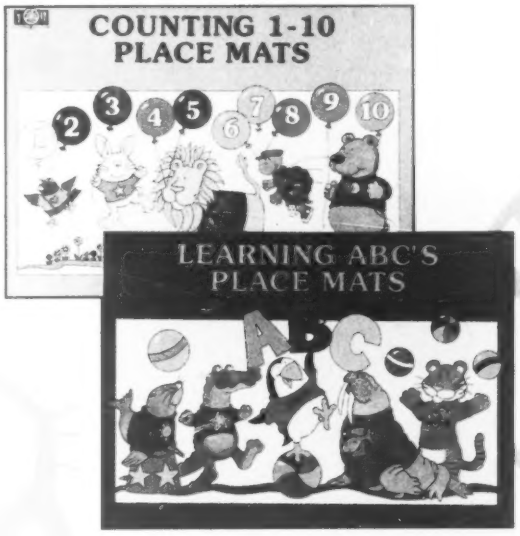

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MAGIC PENNY PUZZLERS
By simply rubbing a penny on the page, players can reveal answers to a variety of fun and challenging mazes, word games, hidden pictures, dot to dots and more.

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black & white line drawings
softcover w/ chipboard
9 years and up
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ISBN: 0-8431-2751-1
•Book 2
ISBN: 0-8431-2752-X
•Book 3
ISBN: 0-8431-2753-8
•Book 4
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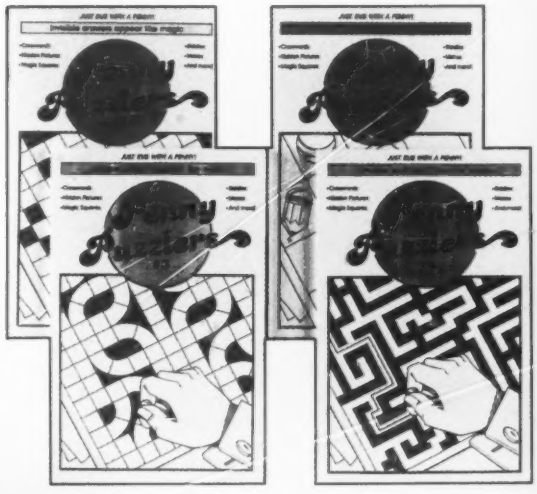

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AAP Sales Report for December

Category	% change, December*	% change, YTD
Adult hardcover	67.5	27.5
Adult paperback	20.6	16.5
Juvenile hardcover	14.6	20.0
Juvenile paperback	54.6	36.3
Univ. pr. hardcover	16.0	13.0
Univ. pr. paperback	8.8	17.7
Bibles, etc.	2.7	8.7
Mass market paperback	45.7	8.9
Book club	-8.1	2.0
Mail order	-1.8	16.7
Sci-tech	10.7	7.7
College texts	7.0	7.5
School texts	6.2	11.4

**Changes measured in dollar sales against same time periods, 1988.*

Willa Perlman Leaves HBJ Children's Division

Willa Perlman, director of the children's books division at Harcourt Brace Jovanovich, has left her position, citing personal reasons. Perlman, who joined the company as marketing assistant in 1982, has been director of the division since 1987; before that she served as director of HBJ's trade publicity and advertising department.

"My leaving is not related in any way to HBJ or its policies," Perlman said. "In the last two and a half years, I've been given the opportunity to double the children's division's size and triple its output. It's been a phenomenal experience."

Rubin Pfeffer, v-p and managing director of the trade department, has named Louise Howton acting director of the children's division; Howton will continue in her capacity as marketing director for the division. —DIANE ROBACK

Viking's Meyer Moves to S & S

Victoria Meyer, director of publicity at Viking Penguin since 1978, has been named vice-president and director of publicity for the Simon & Schuster trade division effective March 12.

Jack McKeown, vice-president and publisher of the S & S trade division, said, "Victoria brings tremendous depth of experience to this important post. She is held with the highest regard in the industry and we are delighted that she is joining our team."

Meyer joined Viking in 1975 after serving as associate director of publicity for Farrar, Straus & Giroux and before that as assistant director of publicity for Praeger. At Viking she worked with Stephen King and Garrison Keillor and was instrumental in the promotion of such books as the *White Hotel* by D. H. Thomas and *Ironweed* by William Kennedy.

Joyce Ravid

Tucson Meeting Considers Rewards Of Special Interest Publishing

How do you make money in book publishing today? The answer is simple, according to a man who has been doing it for the past 18 years: Narrow your focus.

Gary Moselle, whose company started with one book and now has sales of $2.5 million, was keynote speaker at the first Arizona Book Publishing Conference. Sponsored by the Tucson Book Publishing Association, the day-long meeting in Tucson, January 13, drew 200 people to attend panel meetings, take part in roundtable discussions, and examine vendor exhibits—as well as to hear Moselle relate his family success story.

Thirty-seven years ago, during a lull in the Southern California construction industry, his father, Merritt Moselle, put together the notes he had accumulated during his successful house-building career. The result was a 600-page compendium, *The California Home Estimator*. Now called *The National Construction Estimator*, the book is in its 38th edition, is carried in 2000 bookstores and has sold 500,000 copies. And the Craftsman Book Company of Carlsbad, Calif., today headed by Gary Moselle, a Vietnam veteran with a law degree from the University of California, has 20 employees and a catalogue of 70 titles, all aimed at the construction industry.

Craftsman's experience has convinced Moselle that "if you can find 50,000 with a common interest in almost anything, you can make money publishing a book for them." Some call this niche publishing, but Moselle prefers special interest publishing, or SIP.

He identified five developments that aid SIP. Large publishers are merging, consolidating their lists and not serving the small markets. Printing has become so efficient that short runs are cost effective. The basic publishing machine has been perfected: the computer. Small press books are using better art and graphics. And fragmenting markets are increasing.

To avoid the high discounts demanded by chains and wholesalers, Moselle recommended that publishers sell their own books by direct mail. For every advertising dollar, he cautioned, three should come back, although "if you are building a mailing list, you can get away with two for one."

You need not have the book in hand—just an idea and a target market, Moselle said. Find the periodicals already working the market, buy advertising incorporating a coupon or check box, and ask prospective buyers to send no money but return the coupon if they would buy the book. If you spend $1000 in advertising and get back $3000 in orders, publishing is worth the risk.

The Tucson Book Publishing Association was formed early in 1988 by a small group of publishers, printers, agents, book packagers and graphic artists, and has grown to 54 members.

Association members include John Fisher, who started HP Books with a trade paperback on crockpot cookery. Another member is Ron Weintraub of Communications Skill Builders, which Moselle called one of the country's leading SIPs. It sells books and booklets on everything from *Adaptive Toilet Training for Children Who Have Cerebral Palsy* ($1) to *Therapeutic Crosswords for Adults* ($11.95).

The Tucson group is part of a booming industry and Moselle offered some astonishing figures to prove it. In 1947, 347 publishers released something under 8000 titles. In 1988, 21,000 publishers issued 90,000 titles. —J.C. MARTIN

Martin is the book editor of the Arizona Daily Star.